NAVY CREDENTIALING & NAVY CREDENTIALING OPPORTUNITIES ON-LINE (COOL)

Functional Lead
CAPT Lintz
Information Warfare Training Center

PURPOSE

To provide program overview of the Department of the Navy's Credentialing Program and Navy Credentialing Opportunities On-Line (COOL) website.

Provide Program Review

BACKGROUND

Oct 04 - National Defense Authorization Act 2005
Directed joint DOD/DOL study of standards for the certification of members of the Armed Forces

Sep 05 - Joint DOD/DOL Study
Outlines 6-step process for developing credentialing program. Navy Credentialing processes follow DOD/DOL guidelines

Jan 06 - National Defense Authorization Act for 2006
Authorizes the expenditure of appropriated funds for service-members to pay for commercial credentials.

Feb 07 – USD Memorandum for the Secretaries
Authorizes use of appropriated funds for credentialing enlisted (Active/Reserves)

Mar 07 – ASN Memorandum
Follow-on memorandum as a result of USD authorization. Extends authority to Dept of Navy.

Sep 07 – OPNAVINST 1540.56
Signed 06 Sep 2007. Provides guidance and authority to commence funding of credentials.

Nov 07 – NAVADMIN 293/07

Nov 08 – ASN Memorandum
Provided USD with end-of-year report on Navy Credentialing Program

July 09 – USD Memorandum for the Secretaries
Permanent authority for use of appropriated funds for credentialing Officers & enlisted (Active/Reserves)

Feb 10 – ASN Memorandum
Permanent authority for use of appropriated funds for credentialing Officers & enlisted (Active/Reserves) and directed USMC to consider existing (Navy) infrastructure and processes if intending to implement credentialing for USMC.

Jun 11– OPNAVINST 1540.56a
Updated 17 Jun 2011. Provides further guidance and authority for funding of voluntary credentials.

May12– USD Memorandum for the Secretaries
Directed the establishment of a DOD Credentialing and Licensing Task Force (in support of White House Veterans Employment Initiative (VEI)).

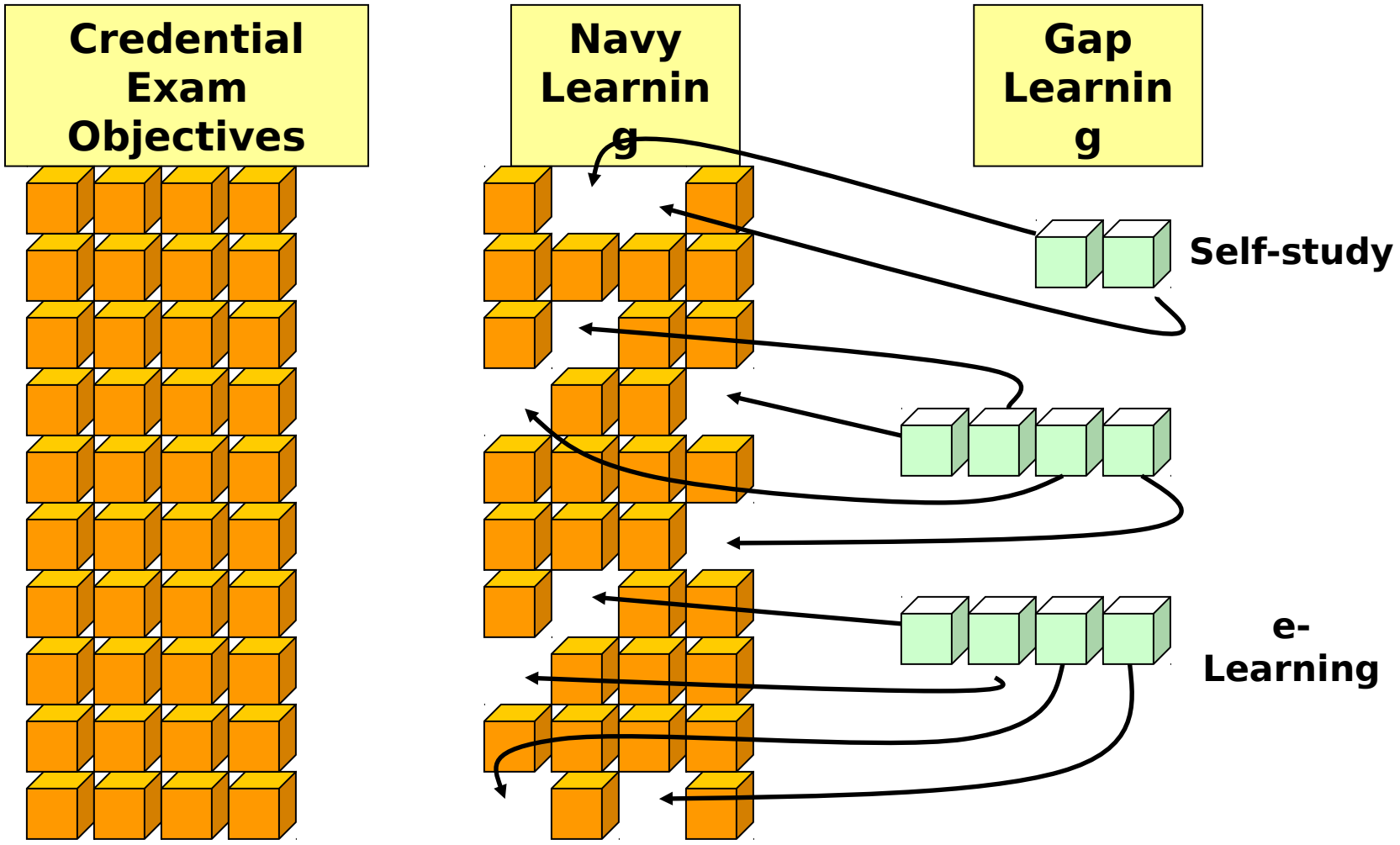
Oct 13– National Defense Authorization Act for 2014
Requires all Services to establish credentialing programs modeled off of Navy COOL.

Oct 14– National Defense Authorization Act for 2015
Requires all Services to fund for credentialing expenses (Navy has been doing since 2007)

POLICY HIGHLIGHTS

- **OPNAVINST 1540.56b**
  - Program is discretionary. Payment of expenses and fees is not an entitlement. Program is not retroactive
  - Program is focused on the Enlisted Force, both Active and Reserve Components (less Individual Ready Reserve (IRR)).
  - Eligibility based on member working in job, rating, or collateral duty to which an approved credential has been mapped. Eligibility criteria of both Navy and vendor must be met.
  - Member is issued one government voucher per certification attempt. If member fails, subsequent certification tries are at the expense of the member.
  - Member must have one year remaining on the current enlistment (certain waivers may be authorized…see OPNAVINST 1540.56b para 4b.
  - Members are allowed refresh or recertification opportunities provided eligibility criteria is maintained
  - This authority does not apply to payment for academic degrees or fees for membership in professional societies or associations

CREDENTIAL TO NAVY TRAINING



COOL IS FOR:

- **Sailors** who want to know what civilian credentials relate to their ratings and jobs and how to obtain the credentials.
- **Education, Career and Transition Counselors** providing guidance on education, professional growth, and career requirements and opportunities.
- **Navy Recruiters** who want to show potential recruits the opportunities for professional growth and civilian career preparation available through Navy service.
- **Employers and Credentialing Boards** interested in how military training and experience prepares Sailors for civilian credentials and jobs.

RESPONSIBILITIES

- Members Commanding Officer has oversight of application process, eligibility, and member's certification status.
- Credentials Program Office oversees and manages the certification vouchers. Reimbursement is the exception and will be accomplished when the vendor does not accept government vouchers.
- Credentials Program Office is responsible for data collection and statistics.
- Command Leadership Team has responsibility to inform the Sailor of the opportunities available, but the Sailor has ultimate responsibility for own progress and achievement.

PROGRAM HIGHLIGHTS

Workforce Professionalization - ***expand the professionalism*** of the Navy's Military Enlisted Force (Active, Reserve) through the **mapping of every Rating/Position to Government and private-sector standards**

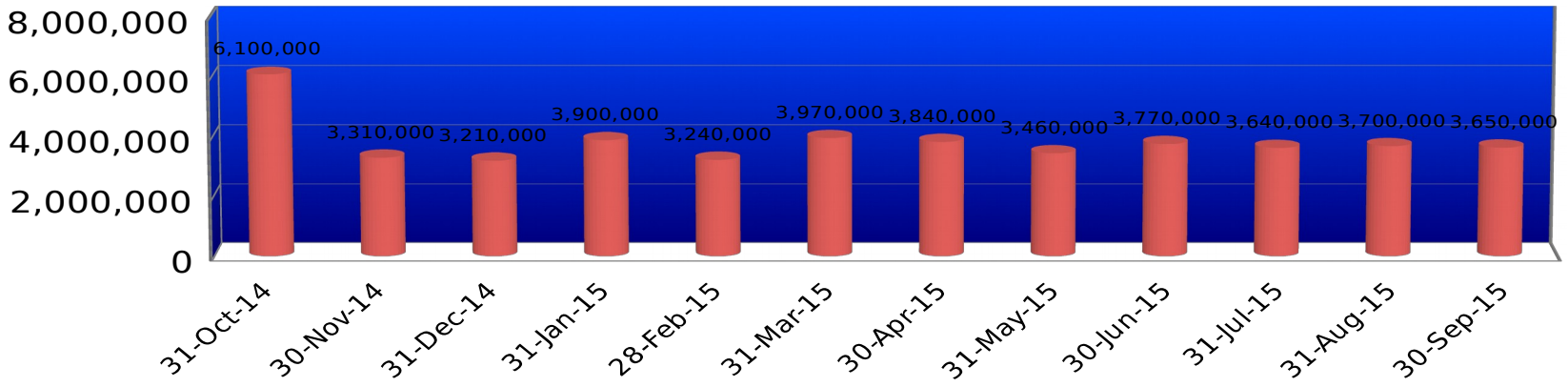
-- will improve ***personal and professional readiness***

- Navy
  - over 310 million hits since site launch June 2006 (averaging 3.0 million hits per Month)
  - With 100% operational availability
- Average time on website per visit is 18+ minutes
- Program Office has received thousands of feedback emails from Sailors in CONUS, on ships, and overseas, to include isolated areas such as Iraq, Afghanistan, Djibouti, Africa and Kuwait. 98+ percent overwhelmingly positive feedback.
- Voucher management and distribution has been successfully operating for 10.5 years for the Cybersecurity Workforce (CSWF) (IAW DOD 8570.1M) and 9 years for the rest of the enlisted Navy workforce

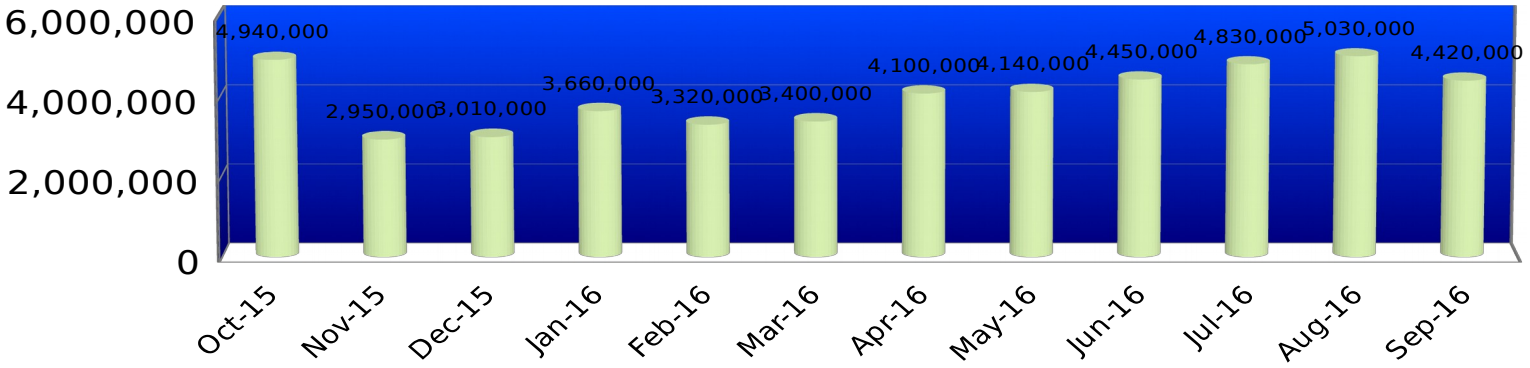
Over 158,000 combined CSWF & Discretionary exams have been processed Oct 2007– Sep 2016

COOL WEBSITE HITS

FY 15



FY 16

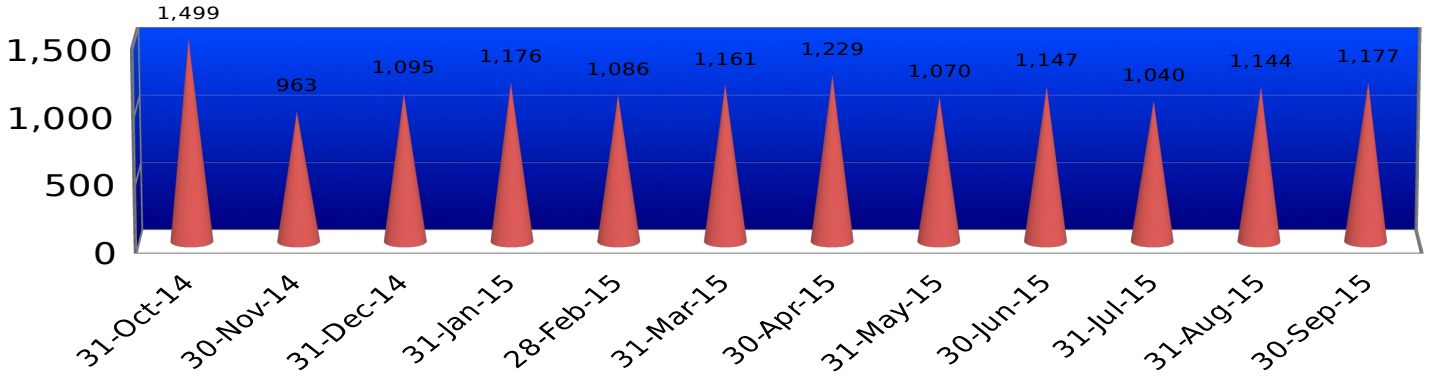


Sailors in all 81 Ratings have applied for voluntary certification exam funding:

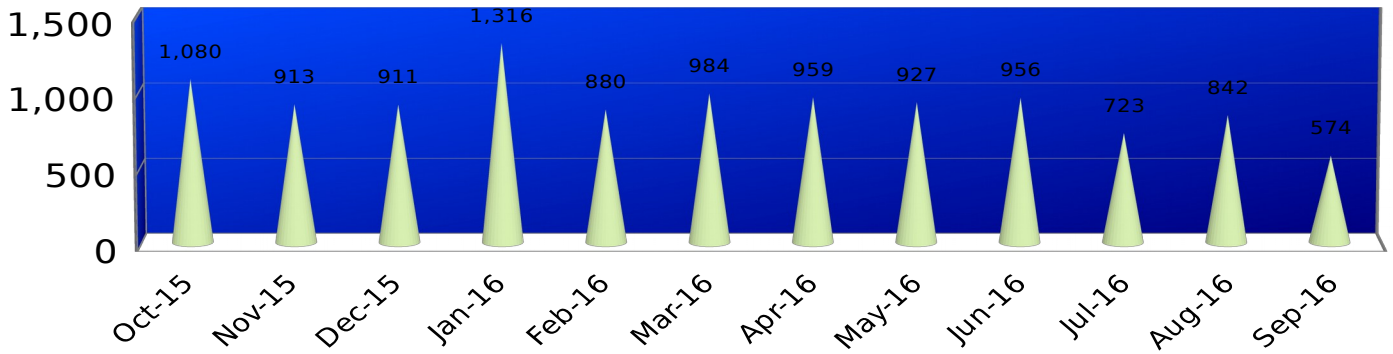
ABE, ABF, ABH, AC, AD, AE, AG, AM, AME, AO, AS, AT, AWF, AWO, AWR, AWS, AWV, AZ, BM, BU, CE, CM, CMDCS, CMDCM, CS, CTI, CTM, CTN, CTR, CTT, DC, EA, EM, EM(SS)NUC, EN, EO, EOD, ET, ET(NAV), ET(NUC), ETR, ETV, FC, FT, GM, GSE, GSM, HM, HT, IC, IS, IT, ITS, LN, LS, MA, MC, MM, MM(NUC), MME, MM-ELT, MMW, MN, MR, MT, MU,

NUMBER OF EXAMS REQUESTED

FY 15



FY 16

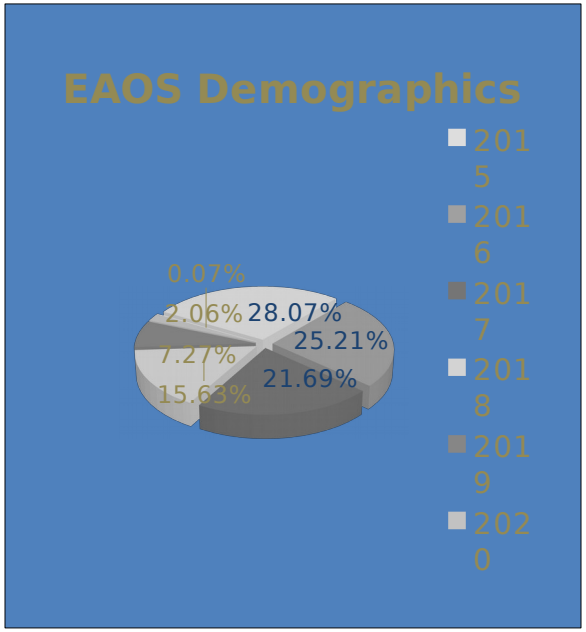


- Requests for Navy-Funded credentialing exams showing steady interest.
- Trends consistent with prior years.

COOL METRICS

- **Funded certification exams, by Fiscal Year:**

Fiscal Year	Total Exams Funded	Funded for Reservists
FY08	8,145	160
FY09	16,090	226
FY10	13,818	183
FY11	19,885	509
FY12	17,257	330
FY13	14,670	530
FY14	15,568	434
FY15	13,787	541
FY16	10,657	278

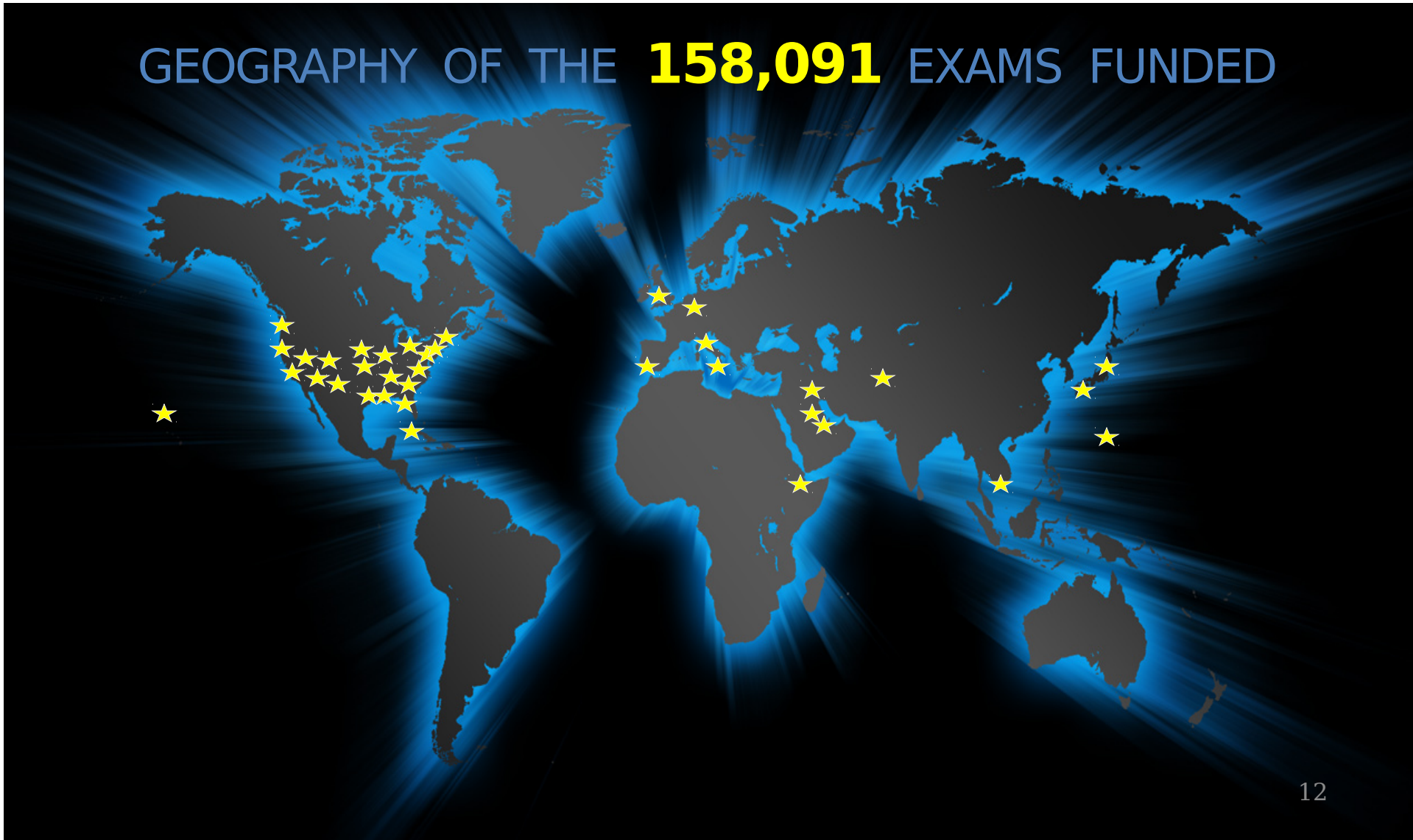


- **Of those Sailors who have completed their voluntary certification exams…**
  - **95.0% pass rate FY08**
  - **95.8% pass rate FY09**
  - **96.3% pass rate FY10**
  - **94.2% pass rate FY11**
  - **95.3% pass rate FY12**
  - **94.6% pass rate FY13**
  - **94.6% pass rate FY14**
  - **92.6% pass rate FY15**
  - **87.9% pass rate FY16**

  [National average pass rate is roughly 70-85%]

Navy's Credentialing Program also manages processing of mandatory, Information Assurance, Workforce

NO LIMIT TO LOCATION



CREDENTIALING OPPORTUNITIES - NOT LIMITED TO CONUS

Sailors OCONUS, on afloat and air units, and isolated locations are attaining credentials

191 Surface Ships/platforms

83 Submarines

363 Air Squadrons/platforms

Overseas locations include:

- FOB Shield, Baghdad al-Rusafa
- Camp Alamo - Afghanistan
- Naval Support Activity Bahrain
- Navy Expeditionary Combat Forces Central Bahrain
- Commander U.S. Naval Forces Central Command
- Camp Doha, Kuwait
- Mobilization Accounting Ops HOA Djibouti Africa
- Camp Lemonier, Djibouti, Africa
- Naval Station Guantanamo Bay Cuba
- Naval Station Rota Spain
- COMFLEACT Chinhae Security Det
- COMNAVREG Korea
- COMNAVREG SW Asia
- Naval Stations Naples, Gaeta, and Sigonella Italy
- Naval Base Guam
- USEUCOM Stuttgart Germany
- JMF Saint Mawgan UK
- NIOD Digby UK
- Naval Station Pearl Harbor HI
- Expeditionary Combat Readiness Center Fwd Afghanistan
- Naval Stations Yokosuka, Atsugi, Sasebo, Iwakuni, Okinawa, and Misawa Japan

39.9% of the Navy-funded credentialing exam users are stationed at OCONUS and deployable surface, subsurface, and airborne units.
(Over 3,132 ship/shore commands received funding)

FREQUENTLY ASKED QUESTIONS

How can Navy COOL impact recruiting?

- Local Navy Recruiters were given a brief on Navy COOL
  - one local recruiting station reported that content on the Navy COOL web site directly contributed to 50% of their new contracts in a 3 month period.
  - Many recruiting stations are using Navy COOL as part of their Delayed Entry Program (DEP) retention strategy

How can Navy COOL impact transition?

- Navy COOL can be a great resource in researching U.S. Dept of Labor (DoL) recognized equivalent occupations to your rating, as well as preparing for eventually leaving the Navy by attaining credentials that will meet your employment goals.

CREDENTIALING TIES & GROWTH

- Ties:
  - Voluntary certification exam funding for ALL enlisted Navy active duty and enlisted Navy reserve personnel
  - Mandatory certification exam funding for Cyber Security Workforce (CSWF) personnel (enlisted, officer, DoN Civilian)
  - IT ‘A’ School (IToF) certification exam funding for enlisted IT rating
- Growth:
  - More and more Navy Learning Centers/courses are finding that their courses directly align to civilian certifications. A few Navy schools allow their students (or recent grads) to voluntarily take the civilian cert exam, for example:
    - METC Pharmacy Training Medical Education & Training Campus (METC), the first class of Pharmacy techs through the new command, had a 100% pass rate on their PTCB certification exam on April 22, 2011
    - Navy Diver (ND) Mixed Gas Dive school allows their students to apply for Mixed Gas Diver certification upon passing Navy course final exam. The student submits their dive log to the certification agency and earns the cert based solely on passing the Navy course (no civilian exam required).
    - Navy Basic Instructor Course matches 100% towards CompTIA Certified Technical Trainer certification.

ENHANCEMENTS TO NAVY COOL

- Expanded Analysis & training gap data
- Navy COOL App (iOS): https://itunes.apple.com/us/app/navy-cool/id1053982994?ls=1&mt=8
- Navy COOL App (Android): https://play.google.com/store/apps/details?id=com.tracen.navycool
- Crosswalk of ratings and designators to other uniformed services' equivalent MOS/AFSC
- Inclusion of appropriated DoN civilians (FY-17)
- On-line Study Guides
- Larger Assortment of Downloadable Marketing Media (Posters, Fliers, Fact Sheets and Briefs)
- Learning and Development Roadmap (LaDR) Icons (already being displayed)
- Navy Bibliography for Advancement for every rating.

ACCOMPLISHMENTS AND PRESS

- Selected as an ASTD, OPTIMUS, Workforce Management, Training Top 125 (twice), and HCMD award recipient. Contributed to Navy being recognized by ASTD 2011 as #3 training organization in the Nation.
- Contributed towards CENINFODOM award of NETC Training Excellence Award
- Submitted for: Conference Board's -- Work Life Leadership Council 2010 – “Moving into the Future” Award; Recruiting Excellence Award
- Credentialing staff has personally briefed over 60,000 Sailors, to include the recent World-wide Education Symposium, each of the annual Navy Counselor Symposiums, and Council of College and Military Educators (CCME) .
- Integrated into Navy Recruiting (ENRO) and NRD/CNRC Briefings etc.
- Collaborative efforts continue with USA/USAF/USMC and USCG.
- NAVY Cool Briefed USD P&R, which resulted in permanent authority for services to establish credentialing programs.

CONTACTS

Navy Credentials Program Office
Functional Lead
CAPT Bill Lintz
Commanding Officer
Information Warfare Training Center

Navy Credentials Program Office
Program Director
Keith Boring

(850) 452-6683 / 6664
dsn: 459-6683 / 6664
keith.boring@navy.mil

Navy Credentials Program Office

Keith Boring	Program Director
Michael Talley	Asst. Program Director
Stanley Person	CSWF Program Manager
Bruce Alberque	VOL Program Manager
Chad Hulsizer	Purchasing Agent
Thomas Seith	CSWF Program Analyst
George Mullen	CSWF Program Analyst
Patricia Kington	CSWF Program Analyst
Steve Robinson	CSWF Program Analyst
Kevin Redmond	VOL Program Analyst
Jeffrey Winters	VOL Program Analyst
David Adkins	VOL Program Analyst
Staci Frantz	VOL Program Analyst

(850) 452-6324 / 6664 DSN: 459-6324 / 6664
navycool@navy.mil

END